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**ЛЕКСИКО-СТИЛИСТИЧЕСКИЕ СРЕДСТВА
ВЫРАЗИТЕЛЬНОСТИ В АНГЛОЯЗЫЧНОМ ДИСКУРСЕ
ЛАЙФСТАЙЛ-МЕДИА**

Статья посвящена исследованию лексико-стилистических средств выразительности в английском языке на примере статей о боди-позитиве и их месту в активно формирующемся лайфстайл дискурсе.

Актуальность данного исследования обусловлена динамикой прагматического оформления речи в связи с текущими изменениями в отношении общества к явлениям, которые ранее относились к области личного и не подвергались подробному публичному освещению. При том, что средства выразительности довольно часто являются объектом исследования в стилистике и литературоведении, назрела необходимость систематизации в англоязычном медиа дискурсе в связи с распространением идей устойчивого развития, толерантности, экологичности. Специалисты в области массовых коммуникаций справедливо отмечают, что изучение того, как данные принципы продвигаются в медиадискурсе, могло бы внести существенный вклад в дискурсивные исследования.

В качестве материала для исследования были выбраны статьи о боди-позитиве из качественной прессы и журналов области

лайфстайл медиа. Выборка на представленную тему была подвергнута функциональному и стилистическому анализу, что позволило составить классификацию основных коммуникативных целей, с которыми применяются различные лексико-стилистические средства.

Теоретическая значимость заключается в том, что работа восполняет пробел в систематическом описании коммуникативного репертуара участников медиа дискурса в области лайфстайл медиа и его прагматических свойств.

Авторы приходят к выводу о том, что использование лексико-стилистических средств обусловлено прагматическим потенциалом лайфстайл дискурса и сконцентрировано вокруг следующих функций: создание положительного образа боди-позитива, функция вуалирования отрицательных коннотаций, функция усиления прагматического воздействия (персуазивная), функция транслирования критического отношения к нетерпимости.

Ключевые слова: дискурс, медиа дискурс, боди-позитив, стилистика, лексикология, средства выразительности, выразительность, стилистические средства, лексические средства выразительности, стилистические средства выразительности

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LEXICO-STYLISTIC EXPRESSIVE MEANS IN THE ENGLISH-LANGUAGE LIFESTYLE MEDIA DISCOURSE

The article is devoted to the study of lexico-stylistic expressive means in the English language based on body positivity articles and their place in the actively emerging lifestyle discourse.

The relevance of this research is due to the dynamics of the pragmatic speech formation in connection with current changes in society's attitude towards phenomena that previously belonged to the personal area and were not subjected to detailed public coverage. Despite the fact that expressive means are quite often the object of research in stylistics and

literary criticism, there is a necessity for systematization in the English-language media discourse in connection with the ideas spread of sustainable development, tolerance, and environmental friendliness. Specialists in the field of mass communications rightly point out that the study of how these principles are promoted in media discourse could make a significant contribution to discursive research.

Articles about body positivity from quality press and lifestyle media magazines were selected as a material under research. The selection on the presented topic was subjected to functional and stylistic analysis, which made it possible to classify the main communicative goals for which various lexico-stylistic means are used.

The theoretical significance lies in the fact that the work fills a gap in the systematic description of the communicative repertoire of participants in media discourse in the field of lifestyle media and its pragmatic properties.

The authors come to the conclusion that the use of lexical and stylistic means is due to the pragmatic potential of lifestyle discourse and is concentrated around the following functions: creating a positive image; veiling the connotation of the euphemised notions; intensifying the pragmatic impact of lifestyle discourse (persuasive); imposing a critical attitude to intolerance.

Keywords: discourse, media discourse, body positivity, stylistics, lexicology, expressive means, expressiveness, stylistic devices, lexical expressive means, stylistic expressive means

Introduction

Expressive verbal means have always been and an integral part of pragmatic colouring of speech. Each expressive means has its own function as well as every particular one can convey different functions according to the context. A variety of lexico-stylistic expressive means increases the pragmatic impact potential, as well as gives originality to text and speech.

The use of expressive means in articles about body positivity allows not only to attract the attention of a potential audience, but also to enhance the impact of the media text. Such forms of influence are actualized on a cognitive-pragmatic level of communication and among others are realized by various lexico-syntactic expressive means. They help to create a pragmatically intensive semantic space in the media

discourse and evoke certain feelings that affect the behavior of the recipient. All types of figurative use of words, phrases and phonemes are called expressive means of the language.

Media discourse has been an object of studies in the field of text linguistics, sociolinguistics, cognitive linguistics, functional stylistics and content analysis, critical discourse analysis (G.G. Pocheptsov, E.A. Kozhemyakin, T.G. Dobrosklonskaya, G.Ya. Solganik, N.A. Kuzmina, V.V. Krasnikh, M.L. Zheltukhina, N. Fairclough, D. Croteau, W. Hoynes, M. Montgomery, R. Fowler, A. Bell, A. O'Keeffe, D. Machin, T. van Leeuwen, R. Wodak). According to Gribovod, media discourse is a set of all processes and derivatives of speech activity in the field of mass media, including the issues of their coordination with all its complexities (Gribovod, 2013, p. 118).

Obviously, media discourse includes a wide variety of material on completely different topics. Body positivity articles were chosen as the material under research, since this topic is very relevant in the modern society, people pay a lot of attention to such a concept as tolerance. Diversity has become one of the major principles on social science, business, economy and international relations. It is admitted that a different worldview, lifestyle, behavior and customs should be communicated in public, press, on the Internet.

Body positivity stands for the right to feel comfortable in your own body in any appearance, to express yourself freely, and to accept the bodies of other people just the way they are. This concept advocates a positive perception of both one's body image and the acceptance of the bodies of others, regardless of physical ability, size, gender, race or appearance. Very often, body positivity is associated with being overweight, but in reality, it is much more than accepting yourself and others at any weight, this idea is very stereotypical. Body positivity is about taking care of physical as well as mental health, acceptance of something one cannot change, also it is about self-love and improvement.

Often articles on this topic are written in such a way as to change the reader's perception in a positive direction. Also, articles can call for the change of attitude, this is all achieved by using expressive means that enhance the emotional coloring of the text or, on the contrary, soften it.

The theoretical significance of this research is predetermined by the necessity to analyse the lexico-stylistic expressive means in body positivity articles and connected issues of linguistics, the theory of

expressive means and media discourse. Moreover, this research can expand the scientific understanding of the approach applied to analysis of expressive means as long as there are not so many works devoted to this problem.

The examples, which serve as an integral part of empirical body of the present research, were taken from famous newspapers, magazines and TV-channels such as VOGUE, The Guardian, ELLE, CNN, etc.

Lexico-stylistic expressive means play an important role in the language. They emotionally color the speech, enliven the language, transferring expressiveness, highlighting their most essential features. Also, they help in the formation of an emotional impression, convey the psychological atmosphere, mood, they express feelings, moods, and the inner state of a person towards the described issue.

The theoretical novelty is connected to the development of previous theme analysis by various scholars. Also, it is based on the choice of the material under research as long as the body positivity became a topical issue nowadays and it arouses discussion in the media space of lifestyle discourse.

The objective of the article is to analyze lexico-stylistic expressive means in media discourse and determine their influence on the text conveying different functions based on the body positivity articles.

The tasks of the article are:

- to study the speech impact of using lexico-syntactic expressive means in media discourse;
- to describe and analyse the main expressive means used in media discourse;
- to determine functions of expressive means and peculiarities of their use in media discourse.

The practical implication of this work is that the analysed material can be used in the preparation of methodological manuals on stylistics and lexicology. The research is determined to identify how widespread the use of lexico-stylistic expressive means in mass media discourse is.

Materials and methods

This research deals with articles about body positivity, which are part of the lifestyle media. Many people believe that this area is exclusively entertaining, but it also performs a sociocultural function that changes the perception and worldview of a person, this is also facilitated by expressive speech, the features of which are studied by stylistics.

As the material under research were chosen articles from CNN news, the Guardian, ELLE, VOGUE about body positivity.

The methods of research used in this work are:

- method of functional analysis;
- critical discourse analysis;
- contextual method;
- descriptive method.

The paper relies on theoretical studies outlined in the works of I. V. Arnold, I. R. Galperin, P. Stockwell, P. Spencer, L. Jeffries, N. Fairclough, R. Wodak, S. Meyer, T. van Dijk.

The following research was carried out in several steps:

1. to analyse relevant excerpts from magazines and newspapers;
3. to interpret and categorise data by method of functional analysis;
4. to draw conclusions basing on lexico-stylistic classification of expressive means.

Theoretical basis

Functional linguistics is an approach to language that considers the functionality of a language in order to better understand linguistic processes. The theory of functional linguistics suggests that language is a kind of tool, which means that its structures are best analyzed using the functions and tasks that they perform in a certain context.

Functional linguistics is a phenomenon in linguistics, where the fundamental properties of the language cannot be described and explained without the functions of the language. The main idea of functionalism is to explain the linguistic form by its functions.

According to the teleological principle (R. O. Jakobson, N. S. Trubetzkoy, S. O. Karcevskij), language as a purposeful sign system of means of expression is intended to perform certain functions, primarily communicative. This view led to the development of a functional approach in the description of various linguistic phenomena. Functional linguistics as a direction is based on the position that the language system and its components are subject to influence and, moreover, are formed under the influence of functional requirements (Malyuga & Aleksandrova, 2022). Thus, the task of functionalism is to explain the linguistic form through its function. The main drawback of functionalism lies in the fuzziness of the concept of “function” in general and “communicative function” in particular.

A functional approach to the analysis of speech activity allows to trace which speech means and what their ratio allows for more or less effective communication. In the process of developing this approach, the dynamic component gradually increased, which is based not only on the analysis of the specific functions of specific language means implemented in speech, but on the study of the versatile interaction of language units and their functions in the course of building the functional perspective of discourse. Revealing the characteristic properties of the functional space of discourse is impossible without revealing its structural, semantic, pragmatic components of speech in interaction with each other.

Discourse analysis is a set of analytical methods for interpreting various kinds of texts as products of people's speech activity carried out in specific socio-political circumstances and cultural and historical conditions. The purpose of discourse analysis is to identify the social context, to study the relationship between language and social processes. The interpretation of language as a discourse includes the attitude towards it as a form of social action, directly rooted in the social conditions of its implementation (Prokoshenkova, 2006).

Discourse analysis embraces a set of analytical methods for interpreting different styles of texts as products of speech activity carried out in specific circumstances and conditions. An Austrian linguist Ruth Wodak dedicated her research to discourse analysis and critical discourse analysis. Wodak states that critical discourse analysis aims to investigate critically social inequality as it is expressed, signalled, constituted, legitimized and so on in discourse (Wodak, 2009, p. 2).

The benefit of discourse analysis is that it refers to the study of texts, hidden meanings, context, interpretations, and reactions of the audience to these texts.

Media discourse is a set of processes of speech activity in the field of mass communication in all the richness and complexity of their interaction. It has been an object of studies in the field of linguistics and intercultural communication. Media discourse includes such areas as business discourse, political discourse, as well as lifestyle discourse (Vishnyakova & Polyakova, 2017).

In the last 8-10 years, lifestyle media has been gaining rapid popularity, which makes it relevant to turn to lifestyle media as an object of study. In addition to the growing popularity of the segment, there are

also specific transformations of the genres used by these media (Molodychenko, 2019).

The study of everyday discourse of the lifestyle segment is no less significant task than the traditional objects of discourse analysis, such as political discourse, due to the important sociocultural role. Lifestyle discourse is one of the driving forces of opinion formation (Gribach, Sibul & Kolosovskaya, 2019).

Lifestyle media includes topics such as the preparation and consumption of food and drink; fashion, style, personal care, home improvement, garden, interior and exterior, self-development, travel, shopping and body positivity (Molodychenko, 2019).

To achieve the expected communicative effect, lifestyle discourse implements such principles as diversified persuasion, unification and simplification of its language design. Rhetoric of lifestyle discourse is associated with social practices verbalized in the text (Malyuga & Madinyan, 2021). Stylistic characteristics of lifestyle discourse are characterized by simplicity, which is explained by the communicative purpose of the producer of the text to perform a didactic task: to regulate the lifestyle of the recipient (Ivanova, 2019).

Stylistic studies of media language do not lose their relevance in applied linguistics research. I.V. Arnold defined stylistics as a branch of linguistics that explores the principles and effect of the choice and use of lexical, grammatical, phonetic and linguistic means in general to convey thoughts and emotions in different communication conditions (Arnold, 2002, p. 10).

Language stylistics explores functional styles, as well as expressive, emotional and evaluative properties of various language means. Stylistics studies texts by considering how they convey content, not only following norms, but also on the basis of meaningful deviations from these norms.

Language is used differently depending on the in different situations, so the same thought can take on different forms depending on the style, situation, status of the interlocutors, their interpersonal relationships, their attitude to the topic of conversation and, of course, on their assessment of the conversation. All these pragmatic factors of the communicative situation are optional, respectively, all these factors do not appear all at once.

Very often people confuse two concepts such as stylistic devices and expressive means. It is important to know that expressive means and stylistic devices have a lot in common, but they are not completely synonymous. All stylistic devices belong to expressive means but not all expressive means are stylistic devices. The difference between the expressive means and stylistic devices is that expressive means are more predictable. Stylistic devices sometimes are difficult to understand and require a certain level of efforts to decode their meaning, sometimes it depends on the context and sometimes one needs some background knowledge, because they carry a greater amount of information which is not that obvious.

Under the expressive means of the language are meant such morphological, syntactic and word-forming forms of the language that serve to emotionally or logically reinforce speech. All stylistic devices belong to expressive means, but not all expressive means are stylistic devices.

I.R. Galperin divides expressive means and stylistic devices into 3 large groups: phonetic, lexical and syntactic (Galperin, 2014). In this article our attention is focused on lexical ones.

According to the classification of I.R. Galperin, lexical expressive means and stylistic devices are divided into three groups, interacting with the semantic nature of the word, but representing different criteria for choosing means and different semantic processes (Galperin, 2014).

Today there are many different classifications of stylistic devices. The issue of distinguishing between lexical expressive means and stylistic devices is relevant, since they function integratively as a result of synergy of their pragmatic effects and the effects of other speech levels.

Study and results

Fifty articles published in ELLE, VOGUE, CNN, the Guardian over the past few years were analysed, since it was during this period that the topic of body positivity began to gain immense popularity, and also became deeper in its content, but in this paper the most colourful examples and the most frequently used expressive means were mentioned.

The study lasted for six months, the releases of new articles on the topic under analysis were monitored, irrelevant empirical material was discarded.

All expressive means perform one or several functions, in the context of media discourse, an infinite number of functions can be distinguished in general. Narrowing down the selection within a specific topic (body positivity) allows to identify a number of functions.

The results of the study showed that mainly lifestyle discourse dwelling on body positivity topic directs its lexico-stylistic means to four basic functions:

1. creating a positive image;
2. veiling the connotation of the euphemised notions;
3. intensifying the pragmatic impact of lifestyle discourse (persuasive);
4. imposing a critical attitude to intolerance.

Expressive means performing a positive image function

Turning to a positive function, it must be said that in general, almost all means of expression are capable of performing this function, but after analyzing the articles, it was concluded that, specifically in lifestyle discourse, epithets are best able to cope with this role.

The following example is related to the upcoming fashion show of the popular brand of singer Rihanna, which is famous for its focus on supporting body positivity. This article is rich in epithets and shows their potential in realizing their function as expressive means. Using them, the author definitely sets the reader up for a positive assessment of the upcoming event and attitude towards the brand. Adjectives that are used as epithets have one thing in common, they are compound and even exclusive, since in ordinary speech you can hardly find such a combination of words, these epithets are also descriptive, since the author wants to fully show the brand and its owner, as well as to demonstrate its uniqueness and worldwide scope.

“It’s an expect-the-unexpected kind of situation, and, luckily, we’re just days away from being gifted with another installation (CNN, November 9, 2022).”

“Anyone with a Prime membership can experience it just the way the artist-cum-icon intended it to be (CNN, November 9, 2022).”

“Watch and see who you spot in a super glam version of those look-and-find games you loved as a kid (CNN, November 9, 2022).”

“The brand’s made sure to bring that commitment into the real world, too, producing everything in an uber-wide range of sizes (CNN, November 9, 2022).”

“Notes provided ahead of time call it a “visual feast” tapping into “the hypnotic essence of nocturnal nature” (CNN, November 9, 2022).”

Very often, epithet does not carry a heavy semantic load on the text, so this article was a rare example when epithet really created a mood while reading the article, and also emphasized the significance of the event. The epithets used in this article made the audience feel the atmosphere of the show, all its grandeur, the brand inclusivity, as well as the desire to visit the event.

Another example is an article about common stereotypes. Here is the woman who tells about her hobby – surfing – which supposes wearing bikinis. Of course, she had her insecurities. The epithet “bubbly” shows that she was not skinny, but it has a positive effect, as long as bubbly is usually associated with something cute.

“I had a very peculiar funny little, you know, bubbly body (CNN, October 3, 2022)”.

In essence, the epithet is an artistic use of adjectives, this is one of the simplest means of expression, but one should not deny the possibility of this device in creating any effect.

Expressive means performing a connotation veiling function

As for the veiling function, the examples are not very different, but there are certain words that appear in almost every article. In order to mitigate the effect and not offend anyone, such expressive means as a euphemism is used. In matters of tolerance, one cannot do without this device.

A lot of articles touch upon the problem of weight, so to be polite and considerate authors use such words as *curvy*, *plus-size* and others, these words have mitigatory effect, to prove that the examples are demonstrated below.

“So Bonner, whose agency Bella Management has around 60 fuller-figured models on its books... (CNN, May 12, 2022)”.

“...securing catwalk spots for plus-sized women at Australian Fashion Week has always been difficult (CNN, May 12, 2022)”.

“There’s always been curvy surfer girls (CNN, October 3, 2022)”.

In modern society, one can rarely meet someone who uses the word *fat*, words have come to replace them that give a somewhat positive, but rather a veiling effect, thus people’s insecurities are hidden behind euphemisms.

Expressive means performing a persuasive function

When it comes to the persuasive function, cliché, fixed expressions and personification perform this function best within the framework of lifestyle discourse.

The first example provides a cliché that has become a very popular phenomenon. While analysing articles the stereotype about perfect white people appeared everywhere, but the truth is that it is only a stereotype and nothing more. People encounter presuppositions concerning race when reading the articles and may be convinced that this is true, since in every second article that deals with a black woman who faced some insecurities in her life, you can see this cliché. Let us analyse examples from different articles.

“Insecurities ran rampant in my mind, triggering an internal tug-of-war between, oh my god, I won’t look nice with short hair, and if I perm my hair, everyone will think I’m trying to look white (ELLE, October 14, 2022)”.

“...most of them White, all of them thin... (CNN, October 6, 2022)”.

“At the time, I didn’t acknowledge the behaviour as an eating disorder, because that was something I assumed only happened to super-slim white women (The Guardian, August 23, 2020)”.

“Anytime I switched on the television, I saw videos of scantily clad, light-skinned, slim women in hip-hop videos; wholesome, beautiful, slim white girls in TV sitcoms; sexy, white athletic women trying to save the world in action films (The Guardian, August 23, 2020)”.

“I saw a lot of women passively posed in bikinis at least partially nude they were almost always white. They were almost always skinny and hairless (CNN, October 3, 2022)”.

In article the actual cliché is used to make people realise that they exist in modern world where people come into body positive movement in athletics.

“It really is making waves – not to sound cliché (CNN, October 3, 2022)”.

The next frequent lexical means are fixed expressions. There is a fixed expression used in the article, which explains that a person cannot choose how to look, and it is something unpredictable and a matter of genetics, so no one has to judge others.

“But in many ways, their body and appearance are “luck of the draw (CNN, August 9, 2022)”.

Another fixed expression was found in combination with personification, here is the Hollywood is associated with something crucial in the world of beauty standards and fashion trends, even if it sometimes cause people mental problems and a lot of insecurities.

“Usually Hollywood was the stepping stone and then magazines would follow (CNN, July 27, 2022)”.

The last example in this category is personification. New trends appear in our world as fast as birth of children, so it is shown in the following example.

“A whole new beauty standard was born (The Guardian, August 23, 2020)”.

Also, it is not a surprise that the body is frequently personified. People said that it is necessary to develop relationship with one’s bodies, cherish it, love and take a good care of it.

During analysis a lot of examples like the one that is presented below appeared in different articles.

“It has taken me 16 years to develop a healthy relationship with my body... (The Guardian, August 23, 2020)”.

The following examples also show the relationship with the body of two American singers – Selena Gomez and Rihanna, the second one became a mother and she explains that her body is changing and response to external as well as internal influences.

“I think that it was good for me to see how I was responding to my body... (CNN, November 3, 2022)”.

“Your body is shutting down (VOGUE, November 7, 2022)”.

Another article which full of expressive means is about a black girl and her journey with the hair. It is common knowledge that African hair has a specific structure, so it is a problem and a struggle for especially young girls, who want to try different hair styles, but it is hard to deal with unruly hair and it is fair to call that as a part of body positivity. The presented sentences deal with personification and a simile. It is worth to pay more attention to personification, the girl says that her mirror saw all her ups and downs and the truth is that a lot of young girls may seem confident, but the mirror is the one who witnesses real feelings. The girl uses simile to show her confidence while standing in front of the mirror.

“The large mirror on my bathroom wall has witnessed more singing auditions, crying meltdowns, and self-interviews than the mirror at any NYC club. Like Issa Rae’s Insecure character Issa Dee, my bathroom

mirror has always been my sort of silent confidante, especially when it comes to my dissatisfaction with my hair (ELLE, October 14, 2022)”.

The next examples are again about personification and simile, and it is not a big deal to understand that these two stylistic devices create a perfect combination and enhance expressiveness. The fact that the girl considers the beauty salon a place of relaxation says a lot that she was so tired of coping with her hair and this was the main problem in life, that only in the salon she could calm down, realizing that she would be combed, and she would not have to deal with it.

“Loneliness and frustration can often drive us back to a place of familiarity. For me, it was the relaxer aisle at my local beauty salon (ELLE, October 14, 2022)”.

Another example of personification, here she treats her wig as her boyfriend, which shows the special attitude towards this object, justified by the fact that she should not do her hair while wearing it.

“My wig journey was probably my longest hair relationship to date... (ELLE, October 14, 2022)”.

These expressive means are able to convince the reader of any facts, even if they are not always reliable, and also to convince that not everything is the same as seen from the outside.

Expressive means performing a function of criticism

The last is critical and such expressive means as pun, oxymoron, simile, hyperbole and meiosis are the best in performing this function. The first examples deal with simile.

“The Disney/Pixar film “Wall-E,” released in 2008, negatively portrayed obesity in humans as synonymous with environmental destruction (CNN, October 28, 2022)”.

The simile where obesity is compared to environmental destruction shows the way people perceive humans who are plus-sized, and this perception is not always positive.

Also, the article about new Disney character receives a good feedback, being compared with “The Little Mermaid” character Ariel, who is considered to be one of the most beautiful and loved princesses, which is incredible as long as usually villains are represented as people with extra weight, which is offensive.

“I don’t think y’all comprehend, this is my Ariel (CNN, October 28, 2022)”.

The next article is about the proper ways how to talk to kids about their weight. The first example shows the attitude toward labelling food, as long as it usually causes eating disorder behaviour.

“Many of these messages about food and body come through these Trojan horses (CNN, August 9, 2022)”.

Labelling is compared with a Trojan horse which is a type of malware that infiltrates a computer.

Another article deals with the story of fashion model. She tells about her struggles and hardships. She compares herself with a punching bag, showing that she is going through a lot during her life as a not traditional model in order to achieve her goals.

“She’s like a martyr the way that she gives of herself, and allows herself to sort of sometimes be a punching bag so that change can really be made (CNN, October 6, 2022)”.

Another example is taken of article which deals with the body positivity itself and with body image. The author writes about thinness obsession of previous years, women praised their bones as expensive jewelries, so the simile is used.

“...if the beginning of the decade in bodies was defined by “size zero”, clavicles worn proudly by tanned celebrities as if Cartier necklaces... (The Guardian, January 12, 2020)”.

The next article is about summer body positivity campaign, where oxymoron appears.

“Today we raise a toast to a summer for every woman, without stereotypes and without aesthetic violence against our bodies (CNN, July 28, 2022)”.

Here the oxymoron is used, the phrase “aesthetic violence”, these words are complete opposites, it shows the controversy among people around the world toward the following issue and the complexity of the situation.

The next article is devoted to plus-sized content creator. Here is oxymoron, that brings the reader to realization of what exactly modern beauty is, it costs a lot of efforts, a lot of mental disorders, as well as physical pain and at the same time it costs a lot of money. Beauty as a notion always associated with something positive but behind this term so many things are hidden.

“Beauty is pain (The Guardian, August 23, 2020)”.

The next examples represent such phenomena as hyperbole and meiosis, they are opposites, so their usage together is reinforcing expressiveness of the words.

“There were the eating disorders, which sistered a worldwide obesity epidemic, and the pills that helped desperate women defecate fat. There was the speed at which it had become familiar to see an actress turn to the side on a red carpet and simply disappear (The Guardian, January 12, 2020)”.

Nowadays, there are a lot of people who struggles because of their weight, but not all of them find this as a problem. Also, there are people who gain weight not because of eating not-stop, but also due to health issues, treatment or even just because their hormones are changing after pregnancy. Author used the hyperbole “a worldwide obesity epidemic” in order to show that at those times people were so obsessed by being skinny, so they bought a lot of pills to easily lose weight as they are sick. And right after this she uses meiosis to show how people tossed from one extreme to another, she mentions extra skinny actresses who were almost “invisible”. The reason of using these two expressive means is to show that it is not healthy way to live according fashion.

Another example of hyperbole has a bit negative effect, at first author says that their narratives always revolve about the same things and he uses metaphor to make the reader understand that it is shown on their face, right after author uses hyperbole to demonstrate that the conversation about mentioned family can last forever.

“The ideal body shape rebuilt itself before our eyes, from something made of bones with eyes to something made of bones with an arse – the Kardashian family, their narratives about sex and fertility and cash and race written on their skin, take up a whole chapter here, size nine font, 1,000 pages (The Guardian, January 12, 2020)”.

Also, the pun is used, it can seem rude, but the contrast between two phrases (made of bones with...) makes the reader realise how ridiculous the new beauty standards are.

A critical function is able to cast doubt on someone’s beliefs, showing contradictions between concepts, such a function is performed by expressive means based on opposition.

Conclusion

As it was already mentioned above the results of the study showed that when analysing media discourse, it was possible to distinguish four functions of expressive means, such as

1. creating a positive image;
2. veiling the connotation of the euphemised notions;
3. intensifying the pragmatic impact of lifestyle discourse (persuasive);
4. imposing a critical attitude to intolerance.

In this article, lexico-stylistic devices such as personification, pun, cliché, epithet, meiosis, hyperbole, oxymoron, fixed expressions, euphemism, simile were considered. The formation of emotional, expressive speech is impossible without stylistic devices. In the work the purpose and the influence of expressive means in the articles about body positivity were presented. The functions of expressive means were demonstrated.

After analyzing all expressive means in the articles on body positivity, we can come to the conclusion that epithets are the most useful in creating a positive effect, a vivid example was an article about the upcoming show, in which the author used compound epithets, the effect of which has while reading the article and the reader is immersed in atmosphere of the event.

As for the veiling function, there is no doubt that euphemisms are the best, they help to tactfully describe a person without offence and create the whole image in a milder way.

When it comes to persuasive function cliché, fixed expressions, personification do the best. They easily can change perception and make the audience to believe in something. For example, cliché, it convinces of those facts that in real life may even be untrue, but when they appear in many articles, one begins to believe in the veracity of these words.

The last function is critical which reveals contradictions between ideals. So, pun, oxymoron, simile, hyperbole, meiosis are those expressive means that show the opposition of two concepts. For example, it is common knowledge that beauty is associated with something positive, but analysing the articles not everyone thinks so, in that case we see the power of language and expressive means, that can change well-known fact.

Lexico-stylistic means of expression contribute to the functioning of the so-called lifestyle discourse within the framework of media discourse, the characteristic features of which are:

1. description of a particular lifestyle;
2. description of values, principles of equality, tolerance, sustainability;
3. communicating these values to a wide as well as a narrow audience;
4. pragmatic speech impact.

During the study, a theoretical review of the latest works on lifestyle discourse was carried out, including articles on body positivity, which in turn can be divided into self-acceptance problems, mental health problems, social inequality, stereotypes, discrimination, etc.

The language in such articles is especially expressive and unique, the analysis of the articles made it possible to verify this. Expressive means contribute to the formation of a certain opinion about a particular problem, and it also changes a person's worldview.

It is necessary to note that the topic of this article is long-range and needs to be studied more, since the results of different scientists and researchers can vary, since the material used for the analysis plays an important role in functional linguistics and especially in stylistics. The more research is done, the clearer will be the understanding of distinguishing the functions of expressive means and their connection with stylistic devices.

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